

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

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Fax (718) 634-3145

August 21, 1997

RJR Account #317880
Ms. E. Jones
R. L. JONES & SONS

WINSTON B2GF CAP / PROMOTION #700927

Dear Ellie:

WINSTON regular product has been ordered (see quantities listed below), as well as 21 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	<i>Light Box</i>	6M	<u>1</u>
12300-11212	<i>Full Flavor Box</i>	12M	<u>1</u>

<u>Product / Premium Arrival:</u>	<u>September 15, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: September 23, 1997</u>
<u>SKU CUBE:</u>	<u>2.5480</u>
<u>SKU WT (w/o Product):</u>	<u>8.2000 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>
<u>Billing per Sku:</u>	<u>4 Full Price Cartons</u>
<u>EFT \$ Amount:</u>	<u>\$1,063.76</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B2GFP

R. L. JONES & SONS

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$39.20 (1.4 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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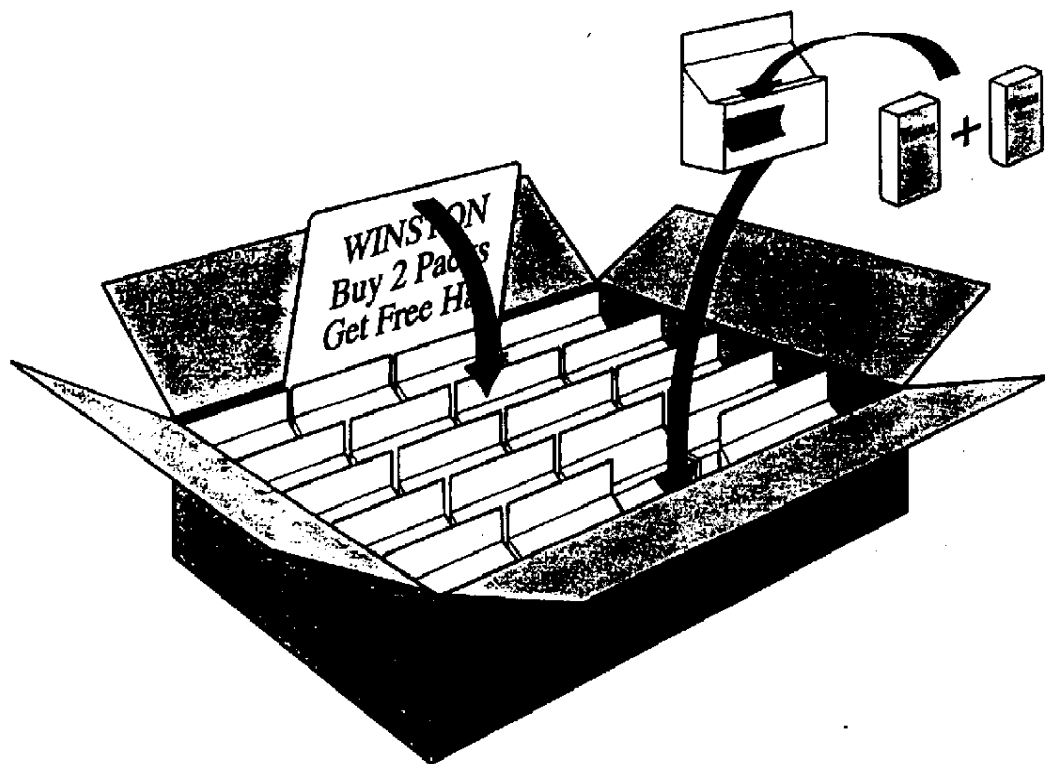
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light Box</i>	<i>FF Box</i>				
Number of Cartons	<i>2</i>	<i>2</i>				

The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



No additives in the smokes.
Lots of additives in
your cash register.

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 9
DATE: 97-08-11
TIME: 03:12 PMWHOLESALER : 317880 R.L.JONES & SONS, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604		752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	1				(716)382-9510
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	5			001181	(716)346-5222
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	1	NYS			(716)384-5632
162605	162228	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	1				(607)936-4878
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN VAN	NY	14527	1				(315)536-6621
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	1				(716)526-5522
162605	162624	269708	FEDERAL HOLLOW STPL	9 S MAIN ST	RUSHVILLE	NY	14544	1				(315)554-3149
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	1	NYS			(607)732-0130
162605	162228	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812	1	NYS			(607)962-2090
162605	162228	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102		(607)962-5518
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	1				(607)583-4402
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	2				(607)324-0305
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	1				(607)776-2827
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	1				(607)583-4199
162606	162225	398329	EXPRESS FOODMART	MAIN ST	ALFRED	NY	14802	1	NYS			(607)587-8443
162606	162225	544681	LAKEVIEW MINI MART	RD 1, BOX 80	BATH	NY	14810	1	NYS			(607)776-4910

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 21

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 21

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